

# Research on Brand Development and Marketing of INOHERB

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**Abstract.** This study focuses on the brand development and marketing research of INOHERB beauty brand, mainly using questionnaires and data statistics. With the help of traditional Chinese herbal culture and the wisdom of Chinese medicine and beauty, the domestic beauty brand INOHERB develops the market with unique product concepts, attracts consumers, creates private area traffic, builds new quality productivity and drives economic development. Through the questionnaire, the author study how to better brand and marketing of INOHERB. According to the survey data, part of the consumer target of the INOHERB brand is dominated by young people, and the biggest reason for them to choose INOHERB skincare products are all because of its high-cost performance. Consumers believe that core ingredient differentiation is the biggest difference between INOHERB and other domestic beauty brands, but its product efficacy is its biggest shortcoming. Consumers of all ages follow skincare information through social media, and most age groups purchase skincare products on e-commerce platforms.

**Keywords:** Chinese Medicine & Cosmetics; Brand Development; Marketing; Private Traffic; New Quality Productivity.

## 1. Introduction

In recent years, many international beauty brands have been ‘not suited’ to the situation and have had to develop new marketing strategies. Domestic beauty gradually appeared in the public eye, which is inseparable from the cultural confidence of domestic beauty brands, product quality, scientific and technological innovation [1,2].

INOHERB is a Chinese localised beauty brand, established in 2000, which has always been committed to satisfying the users' pursuit of beauty and helping to restore the skin's root health, so that people can have inner suppleness and outer softness, and reap the benefits of a naturally flowing, healthy, confident and harmonious beauty. Its founder is Feng Shuai, who was born into a medical family. His mother was a pharmacist and his maternal grandfather, Yang Jitian, was a doctor to the patriotic general Feng Yuxiang. The brand emphasises the deep wisdom of the herb, which is the inspiration for INOHERB 's ‘Beauty with Health’ [3]. According to Tmall Beauty's 2021 Double 11 full-cycle report data, INOHERB brand sales exceeded 100 million. In 2022, the GMV of INOHERB's flagship shop on Tmall exceeded 200 million yuan, an increase of 88% year-on-year [4,5].

This article will explore what competitive advantages the INOHERB brand has over other domestic beauty brands and the experiences of consumers of different age groups with INOHERB 's products and related suggestions for improvement and finally discuss how to use the Internet platform for merchandising and marketing in conjunction with the results of these two major studies.

## 2. Research Methodology

The research subjects of this study are customers who use INOHERB products (the gender of the research subjects is not limited, and age, occupation, and monthly income are used as reference factors for the survey)

The questionnaire are designed by the author herself, a total of 16 questions, divided into single-choice questions and multiple-choice questions (in which the other options to fill in the blank answer)



(see Table 1). The questionnaire is divided into four main categories, namely: a. basic information about the customers using products by INOHERB and the use of skincare products; b. what are the competitive advantages over other domestic beauty brands; c. the experience of using INOHERB's products and suggestions for improvement; d. the Internet promotion strategy for INOHERB's products.

**Table 1.** Classification of questions in the questionnaire

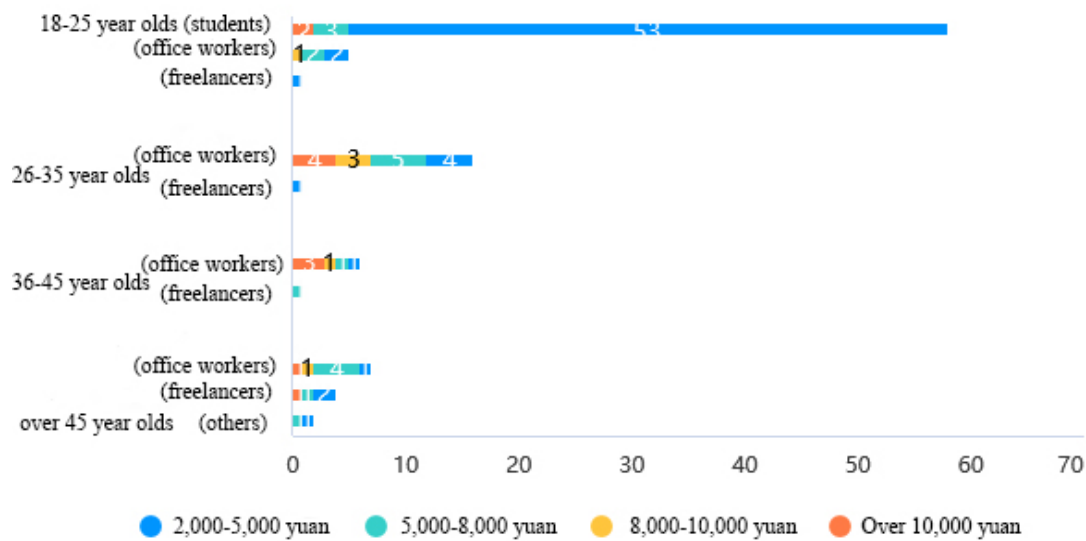
<b>Form</b>	<b>Concrete issues</b>
I. Basic information and skincare use of customers using INOHERB	Question 1 Your age? Question 2 What is your occupation? Question 3 What is your monthly income range? Question 4 What types of skincare products do you usually use? Question 5 What skincare benefits are you more concerned about? Question 7 What is your average monthly spending on skincare products? Question 8 What is the most important factor you look for when choosing skincare products?
II. Compared with other domestic beauty brands have what competitive advantages	Question 9 What is your main reason for choosing the INOHERB range of products? Question 11 What is your attitude towards natural ingredients or organic skincare products? Question 15 What do you think is the biggest difference between INOHERB products and other domestic beauty and skincare products? Question 16 What do you think is the difference between the promotion strategy of INOHERB brand and other domestic beauty brands?
III. The experience of using INOHERB products and related suggestions for improvement	Question 13 What do you think is lacking in the INOHERB skincare products you are currently using? Question 14 What would you like to see the brand improve on?
IV. Internet promotion strategy for INOHERB products	Question 6 Where do you usually purchase your skincare products? Question 10 Are you willing to try new products launched by the INOHERB brand? Question 12 Do you learn about skincare products through social media (e.g. Xiaohongshu, Weibo, etc.)?

Questionnaire Star platform to distribute questionnaires, collect resultant data, and conduct data cross-analysis.

### 3. Findings of the Study

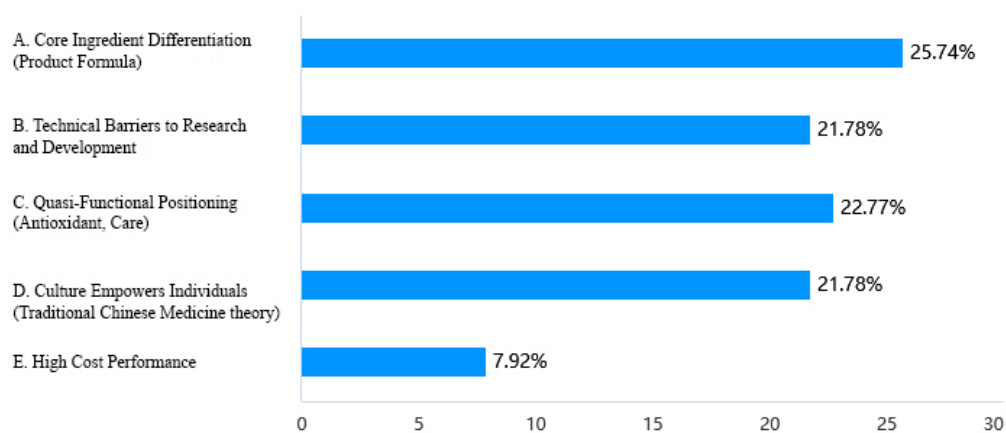
#### 3.1. Sample Information

Most of them are students aged 18~25 with a monthly income of RMB 2,000~5,000. The next consumer group is office workers aged 26~35 years old, with a monthly income of mainly RMB 5,000~8,000 (see Figure 1).



**Figure 1.** Combined statistical results for age, monthly income and occupation

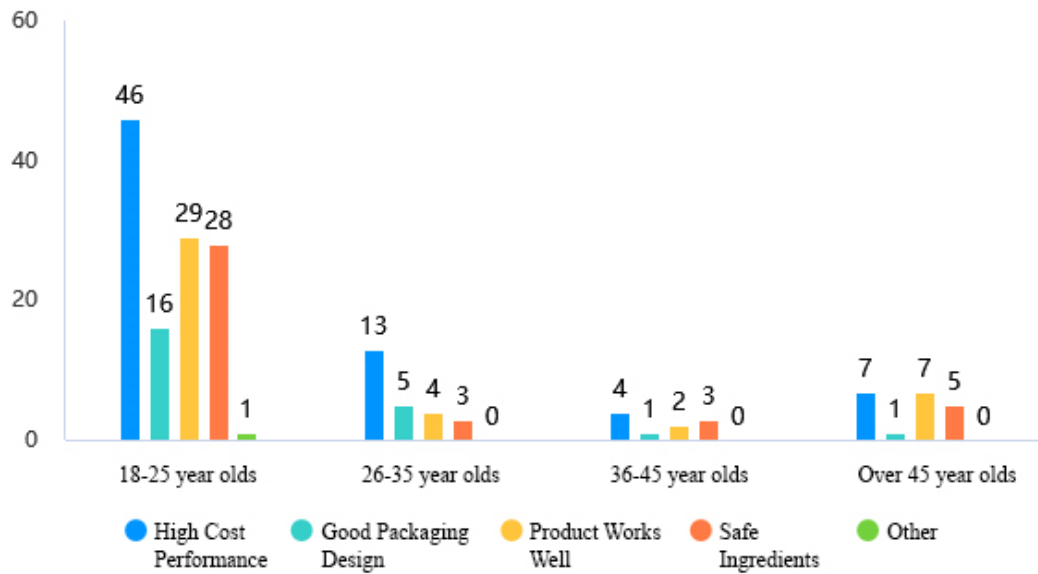
This study also conducted a related survey on consumer motivations, and the survey data showed that consumers aged 18-45 chose INOHERB's products because of their cost-effectiveness, while consumers over 45 years old focused on both the cost-effectiveness and efficacy of the products (see Figure 2).



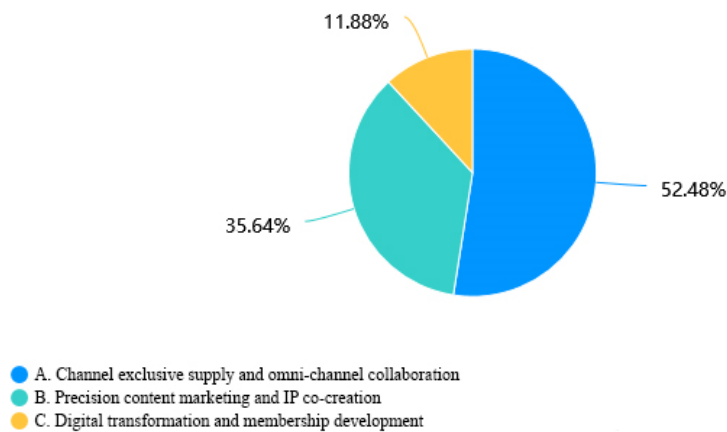
**Figure 2.** Reasons why users chose the INOHERB brand

### 3.2. Competitive Advantage

To study what competitive advantages the INOHERB brand has over other domestic beauty brands, questions about the differences between INOHERB products and other domestic beauty brands were added to the questionnaire to further obtain the results of the study. The data in Figure 3 shows that consumers believe that in terms of core ingredient differentiation, INOHERB has the biggest difference from other domestic beauty brands. In terms of promotion strategy, Figure 4 shows that consumers believe that the biggest difference between INOHERB and other domestic beauty brands is that it is differentiated by its channel-specific supply and omni-channel synergy (customised product lines for different channels, supermarkets, online, counters, etc.).



**Figure 3.** The biggest difference between INOHERB products and other products according to users

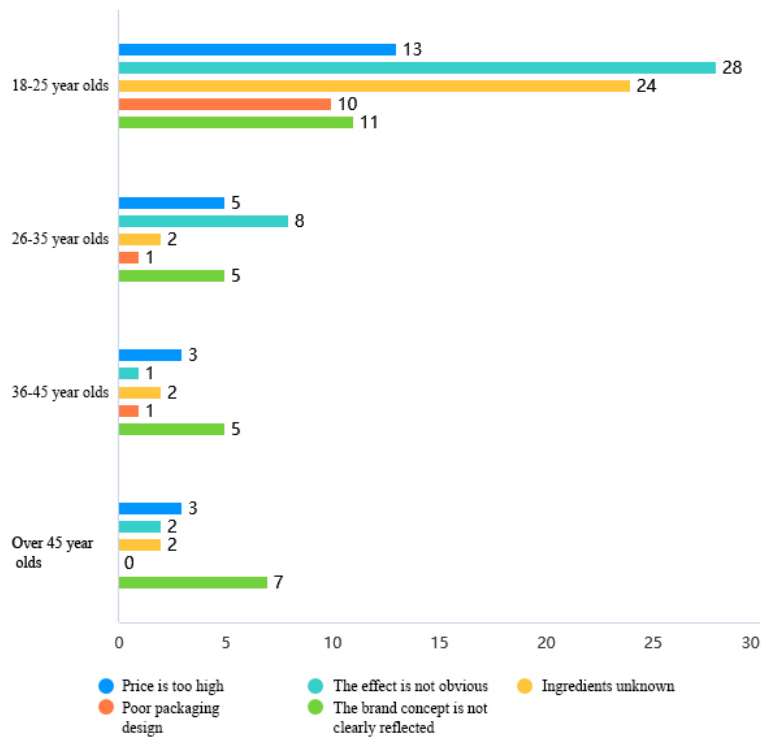


**Figure 4.** Users' perceptions of the difference between the promotion strategy of INOHERB and other beauty brands

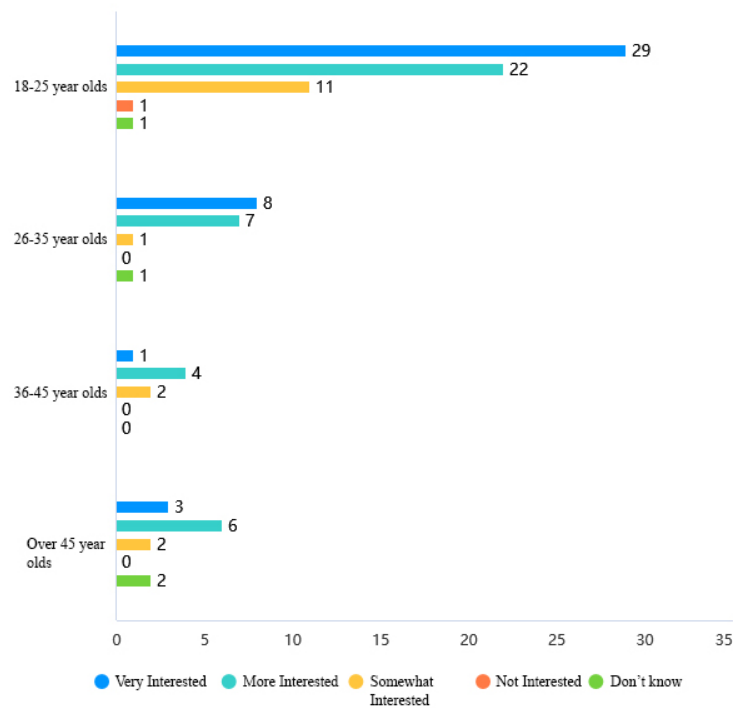
### 3.3. Customer Experience and Recommendations

For studying the impression of consumers of different age groups on INOHERB's products and the experience of using the products, three different questions were designed in the questionnaire to study this issue, which are: What are the shortcomings of the INOHERB skincare products that you are currently using? What is your attitude towards natural ingredients or organic skincare products? In what ways would you like to see the INOHERB brand improve? Comprehensively analysing the data in Figures 5, 6 and 7, the author can get the results: in terms of answering the inadequacy of the products, consumers in the younger group (18-35 years old) think that the INOHERB products are mainly lacking in terms of effectiveness, and the effect is not obvious. Consumers in another group (over 36 years old) think that the main problem with INOHERB products is that its brand philosophy is not reflected; the attitude of consumers in the younger group (18~35 years old) is very interested in natural ingredients or organic skincare products, whereas the attitude of consumers in another group (36 years old and above) is more interested in it; in terms of making suggestions for improving the brand, except for the group of consumers in the age group of 36~45 years old who think that the price and product efficacy are not enough to improve the brand, consumers in the group of 36~45

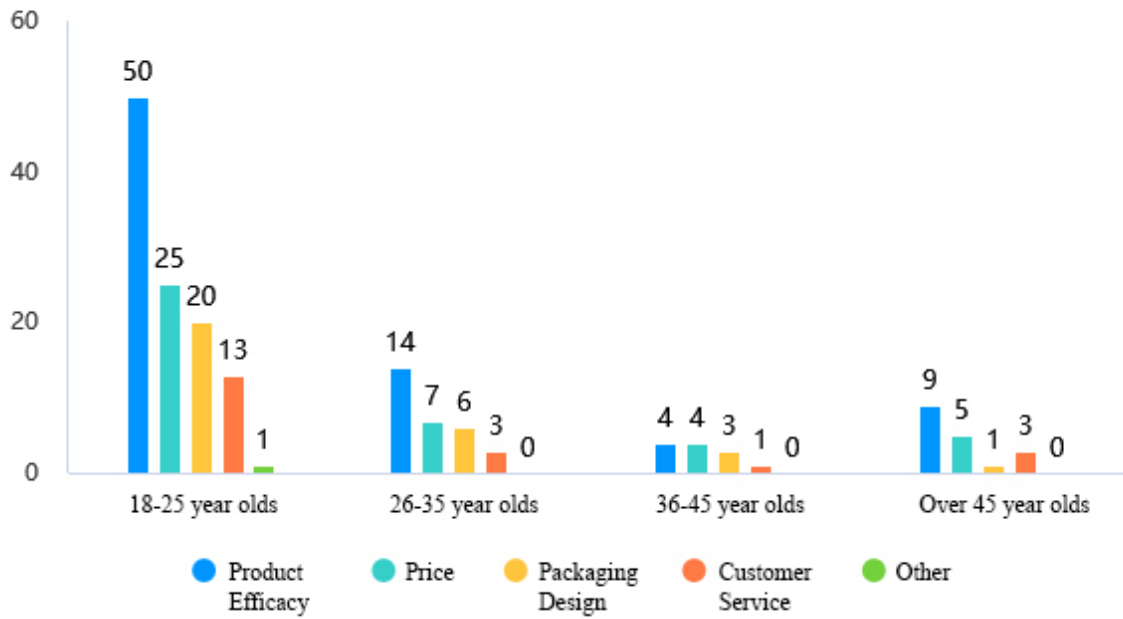
years old think that the product is not effective. About making suggestions for brand improvement, except for consumers in the 36-45 age group, who considered price to be as important as product efficacy, the rest of the age groups considered product efficacy to be the most important.



**Figure 5.** Shortcomings of INOHERB skin care products as perceived by users



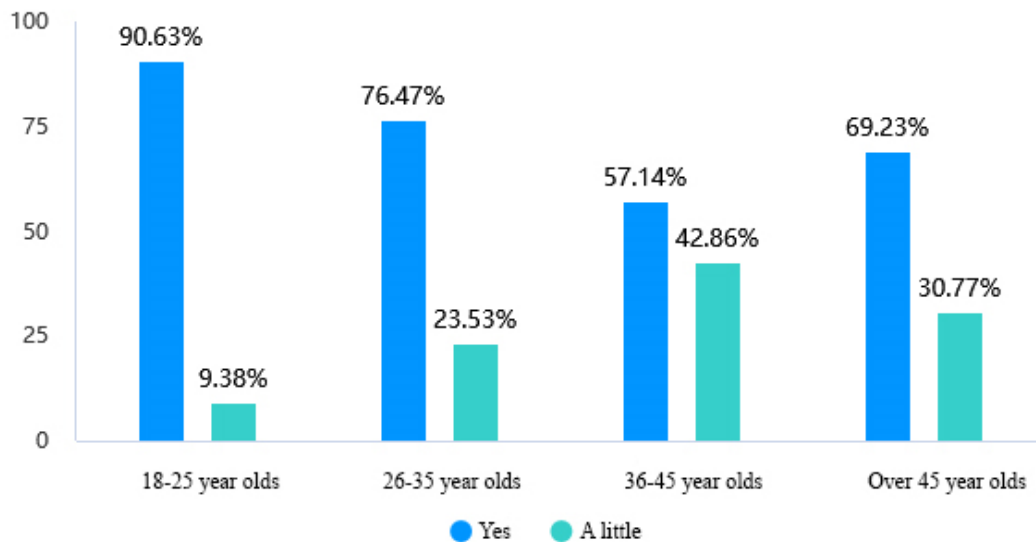
**Figure 6.** Users' attitudes towards natural ingredients or organic skin care products



**Figure 7.** Users' suggestions for brand improvement

### 3.4. Internet Promotion Strategy

To study how INOHERB products can be better promoted with the help of the Internet, two questions were chosen to be asked to consumers: Do you learn about skincare products through social media (e.g. Xiaohongshu, Weibo, etc.)? Where do you usually buy skincare products? According to the survey data in Figure 8 and Table 2, almost all age groups will learn about skincare products through social media. Except for those over 45 years old, who prefer to buy skincare products from offline counters, the rest of the age group prefers to buy skincare products from e-commerce platforms (Jingdong, Taobao, etc.).



**Figure 8.** Survey on users' willingness to learn information about skincare products through social media

**Table 2.** Channels through which users purchase skin care products

Ages/Channels	In Person	E-Commerce Platforms (JD.com, Taobao, etc.)	Brand Official Website	Purchasing Agent	Other	Subtotal
18–25-year-olds	26	47	22	5	0	64
26–35-year-olds	7	13	5	0	0	17
36–45-year-olds	2	5	3	0	0	7
Over 45-year-olds	9	5	2	2	1	13

#### 4. Discussion

Some of the consumers of the INOHERB brand are mainly young people (age concentrated in 18~35 years old, occupation mainly students and office workers), the biggest reason they choose INOHERB skin care products are because of its cost-effectiveness. Consumers over 45 years old not only look at the cost-effective but also the efficacy of the product when purchasing. The promotion of domestic beauty brands should start from the price, being cost-effective, to attract a certain number of consumers.

Compared with other domestic beauty brands, the biggest advantage of INOHERB is that its core ingredients are different from others, it draws on the herbal culture and beauty wisdom of Chinese medicine to launch products such as the Rhodiola series and Camellia series. For the development of subsequent products, the advantages of its different core ingredients can be highlighted and publicised. In terms of channel exclusivity and omni-channel synergy, the INOHERB brand has gained unanimous recognition from consumers that it has customised exclusive product lines for different channels, superstores, online and counters. This is also a major dominant selection factor for consumers of INOHERB products.

For answering the shortcomings of INOHERB's products, the majority of consumers believe that its product efficacy is not obvious, and a small number of consumers believe that its brand concept is not reflected; Consumers were asked about their attitudes towards natural ingredients or organic skincare products, with younger groups expressing a great deal of interest and older consumer groups expressing more interest; In terms of brand improvement, the majority of consumers believe that the most important thing that should be improved is the efficacy of its products. In summary, the brand should improve its efficacy and maintain the promotion of natural herbal ingredients.

As for INOHERB's Internet marketing strategy, the questionnaire data shows that people of all ages are using social media to learn about skincare products, so the INOHERB brand is more likely to strengthen its Internet branding, including the previously mentioned consumer-approved channel-specific and omni-channel synergistic strategies. The data also shows that except for consumers over 45 years old who prefer to buy skincare products at offline counters, most consumers in other age groups prefer to buy skincare products on e-commerce platforms such as Jingdong and Taobao.

Referring to the survey research data of Chen Wei researchers also came to the same conclusion: consumers usually learn about skincare products through social APPs and live streaming by Internet celebrities, and in terms of the choice of channels for purchasing skincare products, platforms such as official websites, social APPs such as Douyin, Xiaohongshu, Weibo and other online platforms such as live streaming by Internet celebrities prevailed [6]. Therefore, INOHERB brand should

strengthen the cooperation with major e-commerce network platforms to create private domain traffic in the field of beauty and improve consumer trust and purchase.

## 5. Conclusion

Based on the findings of this article, the following conclusions are drawn: the development and creation of the INOHERB brand should firstly identify its main consumer group and consumption level - most young people with a monthly income of RMB 2,000-5,000. Secondly, by investigating user motivations and the competitive advantages of the INOHERB brand, the brand should strengthen and optimise the core ingredients of its skincare products while continuing to maintain its high-cost performance. In terms of improvement suggestions for the INOHERB brand, many consumers believe that it should not only promote the product concept but also pay attention to the product concept in the use of the product effect. Finally, Internet marketing strategies should be promoted, especially the channel-specific and omni-channel synergistic strategies unanimously recognised by consumers in this survey. It can also use some of the more popular ways for young people to advertise and promote online. The INOHERB brand should take the above measures to increase product awareness, attract consumer spending and create private domain traffic. There are some limitations to this study, as evidenced by the insufficient sample size for the research questions, the small range of research subjects investigated, and the regional representativeness of the sample data.

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